SPACE
Pacific

MEMBERSHIP NOTES:

Vol. 1 / No. 1
(Revision 1 July 1995)

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Welcome to Space Pacific Membership!

Enclosed with this edition of Membership Notes is your membership certificate for SPACE Pacific. Please check it for accuracy and advise us of any errors so that a replacement might be issued. If a replacement is required, please return the incorrect certificate with your request.

Membership Term

All memberships are dated for a period of 12 months (see your membership certificate). Renewal notices will be mailed directly to you.

Membership Category

Each member selects his or her own membership level (category). At time of renewal you may elect to change your category if your circumstances have changed. Upgrading during the course of a current membership is possible but there may be a financial penalty; query us for details.

Membership Notes

Monthly material for members is distributed on the "Space Notes" pages provided by SatFACTS Monthly. This forum also allows SPACE Pacific to reach non-members and to encourage them to become a part of the trade association. However, not every matter for discussion and dissemination is appropriate for distribution in SatFACTS. Thus on a periodic (non-scheduled) basis Membership Notes is produced with distribution limited to only members.

In the area of programming in particular there are "commercial sensitivities" which are potentially damaging to our trade association's broad goal of gaining access to all programming transmitted via satellite. For this reason we request that members not share any data from Membership Notes with non-members, that you not edit out and reuse material appearing here for BBS (Bulletin Board Service) or other general distribution venues. All material appearing in Membership Notes should be treated as 'Confidential' at all times.

Assistance With Programmers

Ideally, all programmers would allow their programming to be accessed for a reasonable fee through SPACE Pacific. It has never been a demand or requirement of SPACE that we have "exclusive" rights to any programmers offerings, only that we have "equal" or "open" access. Unfortunately in the present programming world, many programmers have not yet developed their own programming strategy and in some cases they are simply refusing access to their programming to any other than what they consider "prime customers."

Members share our latest "knowledge" through these pages and updates are added as required. It has been our experience to date that often the earliest indication of a "change in programmer policy" is brought to our attention by a member, not directly by the programmer. Turner International's decision to allow individual subscriptions to TNT / Cartoon Channel, for example, first came to our attention through a member who asked the same question that hundreds had previously asked:

"May I subscribe to TNT / Cartoons?"

The answer for this particular member was a "yes" and within 24 hours of learning this change in Turner policy SPACE was able to work out the details for others to subscribe to the service as well.

For this reason we provide under individual service listings in this issue of Membership Notes the complete run-down for all programmers, including those who to date have not encouraged direct subscription. We encourage members to continue to "pound on programmer doors" by continuing to telephone and fax these firms. One by one, the barriers to satellite-direct reception will break down. And, when you experience a breakthrough, contact SPACE Pacific immediately with all of the details!

Membership Discounts

It is our goal to offset as much as 100% of your base annual membership fee with discounts to SPACE Pacific activities (in particular, the annual Pacific Region Satellite Cable Show) and through discounted pricing to materials from suppliers. The discounts to published materials from Far North Cablevision, Ltd. and to the annual SPACE Pacific 'Show' are quickly arranged; discounts for hard and software from industry suppliers is going to require more time.

We will, through these pages, list suppliers who have agreed to grant discounts to members (some discounts will be volume sensitive and only apply for sizeable dollar purchases). This information will not appear in SatFACTS Monthly but we will be encouraging firms that advertise in SatFACTS to include the line "*Proudly Supporting SPACE Pacific*" in their advertising and literature.

Advisory Committees

Within each of the four levels of membership there are opportunities for members to serve on advisory committees. Some committees cross over membership category lines (i.e., Programme Access) while others are only for members within a category (i.e., SMATV/CATV Installations).

This aspect of SPACE Pacific will evolve over the first year as we more clearly identify both the areas requiring "committee input" and from the membership those individuals who have the skills (and time available) to make contributions to a particular area of concern.

The purpose of each committee is to focus attention on a particular area affecting member day to day use of satellite-direct services. Through the Advisory Committee system, people with like interests and skills are brought together to define problems and seek solutions.

SPACE Pacific Membership Categories

Individual Membership (Level 1)
Installer / Dealer Membership (Level 2)
Retransmission Membership (Level 3)
(SMATV, CATV, MDS/MMDS, Broadcaster)
Importer / Manufacturer / Programmer (Level 4)

SPACE Pacific Advisory Committees

Programme Access (Levels 1-4)
"Wild Card Feeds" (Levels 1-4)
IRD Functionality (Levels 1-4)
Non-Video Service Accessibility (Levels 1-4)
Training: Home System Installations (Levels 2-4)
Training: SMATV/CATV Installations (Levels 3-4)
Satellite-Direct Marketing (Levels 2-4)
(The) Educational Link (Levels 1-4)
To volunteer your services as a Committee Member, see last page of this issue of Membership Notes. Committee updates will appear in Membership Notes, annual reports will be given 'in sessions' at the annual SPACE Pacific Show.

Members serve on SPACE Advisory Committees without direct compensation but SPACE provides a co-ordination and information dissemination function by creating and publishing reports and scheduling sessions within the annual SPACE Pacific 'Show' for further exchanges of data. Advisory Committees function through mail and fax exchanges and meet once per year in 'real time' during the annual 'Show.' To encourage Committee Members to attend the annual 'Show' special arrangements are made for committee members relating to lodging and attendance fees.

There is no formal "application form" to become a part of the Advisory Committee process. If this interests you, see the last page of this issue of Membership Notes. Future editions of Membership Notes will contain reports on Advisory Committee activities and contacts for each Committee.

Membership Supplies

At this writing (July, 1995) the following membership materials are available:

✓ **Country Music Television Dealer Demo Pack**: Available to Level 2 and higher members. Price NZ$35 for complete package (includes 1 hour+ VHS CMT promotional video) or NZ$25 for package less videotape.

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https://archive.org/details/spacepacificmemb01unse

Status: Currently shipping, tapes may be shipped up to ten (10) days following printed materials.

✓ **Chinese Television Network Videotape:** Available to Level 2 and higher members. Price NZ$15 for 2 hours + VHS format tape recorded for SPACE by CTN late in April 1995 from their regular programming service.

Status: Shipment typically within ten (10) days.

✓ **The Filipino Channel Videotape:** Available to Level 2 and higher members. Price NZ$15 for 2+ hours VHS format tape recorded by SPACE from TFC Digicipher feed on PAS-2 during January 1995.

Status: Shipment typically within ten (10) days.

✓ **The Japanese Channel Videotape:** Available to Level 2 and higher members. Price NZ$15 for 2 hours+ VHS format tape recorded by SPACE from PAS-2 Television Japan / NHK feeds.

✓ **The Discovery Channel Videotape:** Available to members of Level 2 or higher but only outside of New Zealand (because the programming is not presently available inside of New Zealand). Price NZ$15 for 2+ hours VHS format tape recorded by SPACE from PAS-2 Discovery feed.

Status: Shipment typically within ten (10) days.

The purpose of all videotapes is to provide Level 2 and higher members with demonstration materials to illustrate the individual categories of programming available to target consumer audiences. Certainly the best demonstration is to bring a trailer mounted antenna to the prospect's home or business, set up satellite-direct reception, and then hook up the satellite service to their existing TV set. Down a step is having a demonstration satellite-direct system at your own place of business. Failing these two options, the videotapes from SPACE Pacific allow you to demonstrate the type of programming available to prospective dish system buyers.

STEPS TO IRD AUTHORISATION

(15-5-95) The primary supplier of IRD units at this time is Scientific Atlanta and their most popular unit is the D9222 which functions with ABN, CMT, CTN and CBS TV (all possible) plus CCTV, Prime Sports, Encore and Showtime (not presently possible).

The IRD pricing in NZ dollars is approximately $3,130 but note that an IRD can**not** be ordered unless there is a companion programming order at the same time.

✓ The original procedure was very complicated, involving you ordering the unit from one source, the programming from another, the unit being shipped and installed and you then (as the installer-dealer) communicating with the programmer that you were ready for the decoder to be "hit" (authorised). SPACE has been able to negotiate a far simpler system that is now in effect.

► You order the IRD (D9222) and programming from a single source; this is the IRD supplier (Telsat Communications Ltd. at this time). There is one price, to be paid in advance, which covers **(a)** the IRD including air shipment from the USA, **(b)** customs and other clearances, **(c)** GST, **(d)** programming (***/** see below) for a minimum period of time, and, **(e)** trans-shipment of the IRD on to you as the installer-user from Telsat after it has been unboxed and the performance verified.

***/** IRD units with programming vary in final dealer - user cost as a function of the programming cost. CMT, to NZ users, comes to NZ$3190 including one year of CMT. Outside of NZ, with 3-years of prepaid CMT programming, the cost is NZ$3500 including air shipment to your non-NZ facility.

► All units ordered in this manner are now "hit" continuously from the date of shipment onward; i.e., when Telsat unpacks the unit to check it out, the unit will be "hit" (turned on) at that point. Then the unit is boxed back up and sent to the member installer (user). It is no longer necessary to communicate with the programmer nor PanAmSat after receiving the unit.

► PanAmSat has created a step-by-step installation procedure set of instructions for SPACE Pacific members and these are added to the unit at check-out by Telsat Communications.

► A "Hot Line" contact with the PanAmSat Authorisation Centre (Miami, Florida) procedure has been established for installer/ user member as a "last resort" to get a unit up and running. Information on who to talk (or fax) to with the required direct dial numbers are included with the IRD unit checked out by Telsat Communications.

► A Return Authorisation procedure has been established with PanAmSat and Scientific Atlanta. In the event of field failure of a unit, the procedure involves PanAmSat bringing onto a conference call a representative from Scientific Atlanta who will, after attempts to fix the unit by remote control, grant a return authorisation (RA) number on the spot, and, typically arrange for immediate shipment of a replacement unit to Telsat for forwarding on to you.

Non Scientific Atlanta services, such as The Filipino Channel, require the General Instrument Digicipher IRD.

DECRYPTION INFO: Space Pacific 64-9-406-1282; Telsat Communications 64-6-356-2749

PROGRAMMERS WHO WILL DEAL WITH YOU: NOW

Asia Business News: 24 hours per day, PAS-2, TR2H. This service is very impressive to financial houses, banks, stock brokerage houses and individual investors. In every town there should be a minimum of one potential customer for this service. Price: Individual satellite-direct systems (home, office) - US$50 per year. For cable systems, NZ$0.25 per month per 'outlet' (room in motel, home in cable system). For IRD service, contact Telsat Communications; for information regarding ABN, contact Chris Wanden in Singapore: telephone 65-323-0488; Fax 65-323-0788 .

Country Music Television: 24 hours per day, PAS-2, TR1V. This service is all music videos without V-Jay (video disc jockey) interruptions and features major country and western artists from throughout the world. The stereo audio is very impressive and is well suited to use in public pubs and other large centres with an appropriate sound system. Price: Individual satellite-direct systems (home, office) - US$50 per year. For motels, SMATV systems, US$25 per year per outlet. For cable TV systems, US$0.30 per month. For service, contact Telsat Communications; for information regarding CMT promotional materials, contact SPACE Pacific

TNT / CARTOON CHANNEL: TNT / Cartoon Channel launched in encrypted NTSC B-MAC late on the 30th of June transponder 15V of PAS-2. B-MAC IRDs for cable TV, MDS and SMATV clients are now being processed; DTH orders are being 'held' pending a review by Turner management. The subscription rates announced are: Individual homes, US$50 per year; cable TV systems, US$1.00 per month per subscriber. Turner says they will themselves process all orders for B-MAC decoders. Anyone who already has an NTSC B-MAC unit (there are a few around) is to supply Turner (Sydney) with the unit's rear-of-unit serial number so it can be checked to determine if it is compatible with the particular NTSC B-MAC protocol TNT will use. The decoder price through Turner is US$1300. For decoders and service contact: Gwin Scott at Turner International Australia Pty Ltd, telephone 61-2-957-5255; Fax 61-2-957-5161.

PROGRAMMERS WHO WILL DEAL WITH YOU: WITH DIFFICULTY OR CONDITIONS

CBS Television Network: 24 hours per day on PAS-2 TR1V but only actually programming on average 13 hours weekdays, 2 hours weekends (US times). Primarily used for "CBS News Path" feeds plus CBS Overnight News, CBS Good Morning, CBS Evening News and David Letterman Show. They will authorise individual homes (DTH) and cable systems at rates which are negotiable (typically US$25 per year for homes, US$0.15 per month per cable subscriber). Requires S/A D9222 through Telsat Communications. **This note**: CBS has a contract with PanAmSat only through the end of August (1995) and they warn you that they may not extend it. However, if they do decide to extend their use of PAS-2, it will become permanent after August. For this reason they suggest you wait until August to "subscribe" as they do not want you to purchase an IRD because of them and then leave you without service (very honest and thoughtful!). For IRD, Telsat Communications. For information (Ms.) Nell Donovan (New York City) telephone 212-975-3290; Fax 212-975-7452.

Chinese Television Network (CTN): 24 hours per day Zhong Tian (Timely Information) service, similar to CNN International except in Mandarin with a significant amount of Asian business news (similar to ABN; but in Mandarin). A second general entertainment channel, DADI, is scheduled for mid 1996. SPACE Pacific negotiations with CTN have recently 'broken down' and an intermediary is attempting to restart them. CTN is co-operating with SPACE to the extent that it continues a regular dialogue and has provided us with VHS tape dubs of its present daily service for distribution to Level 2 and higher members as an assist to the sale of systems. We encourage members to use the tapes as a sales tool and when you have a prospective customer, go directly to CTN for programming. Contact: K.F. Lau, Hong Kong, telephone 852-2515-6370; Fax 852-2515-6521.

MTV MANDARIN: 24 hours per day on PAS-2 TR3V in NTSC B-MAC; previously FTA. Exact status uncertain although Satellite Management International (Sydney: tel 61-2-977-0188; Fax 61-2-977-0934) claims to represent them and says it will offer CATV, SMATV and DTH subscriptions (cable rates US$.30 per month per home).

PROGRAMMERS WHO WILL DEAL ONLY OUTSIDE OF NEW ZEALAND, AUSTRALIA

DISCOVERY: PAL B-MAC, PAS-2, TR4H. Contact Mark Lay, Hong Kong, Telephone 852-2822-7188; Fax 852-2810-8456 **(*)**

ESPN: NTSC B-MAC, PAS-2, TR5V. Contact Sandy Brown, Hong Kong, Telephone 852-2887-1199; Fax 852-2887-0813 **(*)**

*/ As of mid May ESPN and Discovery, previously available with great difficulty through Sky Network in New Zealand, are no longer available via that route for New Zealand users. Discovery and ESPN will deal with non-New Zealand or Australian commercial customers (CATV, SMATV) but not for DTH at this time.

ENCRYPTED PROGRAMMERS WHO CANNOT MAKE UP THEIR MINDS WHETHER TO SELL SATELLITE DIRECT - OR NOT

CCTV (China): S/A MPEG 1, PAS-2, TR2H (bundled with CTN, ATN). Contact (Fax) He Zongjiu, Beijing 86-1851-5554.

(The) Filipino Channel: GI Digicipher 1, PAS-2, TR14H. Contact Gina Leviste, Manila (Fax) 63-2924-2732.

Television Corporation (of) Singapore: Plans October start on PAS-2 of 18 hours per day of general entertainment programming in Mandarin Chinese. Claims it will deal with cable TV, SMATV and DTH subscriptions but provides no details of pricing at this time. Also plans expansion to 24 hours per day at future date. Contact: Christina Leong, tel 65-350-3371 and Fax 65-253-8119.

PROGRAMMERS PRESENTLY FREE TO AIR - BUT SAY THEY WILL ENCRYPT

ANBC: ANBC has announced plans to provide their financial news service (CNBC) as well as a general entertainment channel (NBC Super Channel) using PAS-2 transponder 13V. They have been operating with a single analogue programme on that transponder since early this year; the plan is to use a Philips version of MPEG-2 and conditional access (only turning on receivers that are addressed; by subscription). The delivery of the Philips hardware has been delayed, and in mid-June CBNC switched from a USA feed to a Hong Kong feed for the service. This has greatly increased the Asian-material content in the financial channel programme and also increased the analogue signal level by approximately 2dB. They could split the transponder and begin feeding their second (NBC Super Channel) service in FTA analogue at anytime they desired; or it could wait the delivery of the Philips digital system. They are interested in cable TV clients, have not completed an SMATV or DTH policy. Discuss this with: Robert Wilson, Hong Kong telephone 852-2527-2339; Fax 852-2865-2231.

PROGRAMMERS WHO WILL NOT DEAL WITH SATELLITE DIRECT OR CABLE TV (OUTSIDE OF THEIR OWN CORPORATE HELD AFFILIATES)

ENCORE / PRIME SPORTS / SHOWTIME: Linked on TR9V PAS-2 in S/A MPEG 1 as feed to Australis / Galaxy (Australia). Encore is a "classic" movie service, Showtime is a recent movie channel, Prime Sports is as named. Prime Sports has stated it will investigate offering a DTH (satellite-direct) service "later in 1995" but no further announcement. Contacts: (Prime) Laurence A. Morton, Houston, telephone 713-661-0078; Fax 713-661-1256. Encore and Showtime via ATCI Denver (Michelle R. Sie) telephone 303-721-5450; Fax 303-7212-5415.

Canal Plus: A French language pay TV service, also using Thomson MPEG 2 digital delivered on I180 (left hand circular, IF: 1059), includes movie and other services distributed terrestrially in Tahiti and New Caledonia using UHF (bands IV and V) encrypted system similar to Sky Network in New Zealand. No other information known. Contact: Madame Dubois Van Ryswyck, Canal Caledonia Canal Plus, Noumea Fax 687-265321.

PROGRAMMERS WITH NO ANNOUNCED DISTRIBUTION (ENCRYPTION) PLANS BUT - LIKELY TO ONE-DAY ENCRYPT

CNN: Always subject to change, CNNI service on PAS-2 TR10H (1/2 transponder format) is presently scheduled to remain FTA "*until late in 1995*." Likelihood is that it will remain analogue FTA until digital format is selected in 1996. For contact, see TNT/Cartoon Channel Sydney.

UNLIKELY TO (EVER) ENCRYPT

RFO: Plans eventual digital format transmission.

Moscow 1 ◆ RAJ-TV ◆ ATN ◆ EM TV ◆ NHK ◆ WorldNet ◆ C-SPAN ◆ NBC Feeds ◆ KBS (Korean Broadcasting System) ◆ APNA ◆ Deutsche Welle

FORTHCOMING:

"SATELLITE TELEVISION: All You Need to Know"

Setting up to operate as a satellite-direct dealer is of little commercial value if your potential customers have no grasp of what satellite-direct can do for them. SPACE Pacific encourages all Level 2 and higher members to have as a minimum a functional motor driven dish system to demonstrate satellite reception to prospective clients.

To support this marketing tool, a four-colour cover booklet similar in shape and size to SatFACTS Monthly is scheduled for release August 4th. The concept is straight forward:

✓ **Satellite TV reception is available** throughout the Pacific using home style dishes from 3.7 metres and down in size

✓ **Satellite programming**, free-to-air (FTA) and by subscription, is available in quantity (SatFACTS Monthly listed 20 May-1995 available FTA channels; p.23, SF#9).

✓ **Additional satellite programming** from new satellites AsiaSat 2, Palapa C1 will come on line during 1995.

✓ **For Australia and New Zealand**, Australis / Galaxy DTH on Optus is scheduled to be available (9 channels) later in 1995 (see SatFACTS #9, p.2).

"SATELLITE TV: Everything You Need to Knod" brings all of this into focus in a consumer-friendly, non-technical way that will allow you as a seller of satellite-direct systems to answer consumer questions with authority by using this booklet as both a reference and as a "gift" for consumers to take away.

-How To Participate-

See enclosed Membership Advisory (dated 10 July 1995) which explains this programme to you. If you are too late to be a part of the TV GUIDE promotion, you can qualify for 'round two'.

PLAN AHEAD

SPACE PACIFIC Region Satellite and Cable Show (SPRSCS)

January 23-27, 1996 / Auckland, New Zealand

Major international class speakers are now confirming to SPACE Pacific they will be available to participate in the 1996 industry trade show to be held in Auckland at the Auckland University Tamaki Campus facility. This will be a major trade show bringing together hardware designers and suppliers, programmers, satellite system operators and the people who make all of this work on the ground: **You**, the SPACE membership!

✓ **Mark Long**, noted author and lecturer (Asia/Pacific Satellite Directory, The World of Satellite TV et al) will conduct sessions dealing with new satellite systems.

✓ **Tony Goodman** of Kiwi Cable and **John Rutherford** of Civic Enterprises will conduct sessions on cable TV development in the South Pacific.

✓ **M. Raajhendran** and **Shankar Karikar** of 'RAJ-TV' will lead sessions dealing with international distribution of ethnic programming.

✓ Marketing engineers from **General Instrument** will update us on the latest in MPEG technology.

✓ **Glyn Bostick** of Communications & Energy Corporation will educate us on the latest MDS / MMDS technology.

✓ Representatives from **STARnet** (AsiaSat 2), **Rimsat**, **PanAmSat** will educate us on the latest in satellite users and planning.

✓ Major satellite programmers will discuss programme marketing strategies and opportunities

✓ Space Futurist **Arthur C. Clarke** will send his latest visions from Sri Lanka

✓ **Cynthia Dickins** of PanAmSat will explain the plans for PAS-2 expansion and take your questions

And that is only the beginning! Watch SatFACTS Monthly and our future Membership Notes for updates.

Registration will be limited to 500 people and SPACE Members will have the first opportunity to register and to be housed at the primary host hotels where evening "Tele-courses" will be distributed using the hotel's SMATV/MATV in-room distribution systems. Invitations to attend will be mailed to SPACE Members (called Delegates) early in August; registration will be open to non-members (called Attendees) in September.

Mark these dates: **23 January** (Antenna set up day in massive multi-acre 'Antenna Lot'); **24 January** (Satellite Direct Beginner Course Day); **25-26 January** (General Course Days); **27 January** (Exhibit Halls 'Public Days').

SPACE
PACIFIC
MEMBERSHIP

FEEDBACK

MEMBERSHIP NOTES: Volume One • Number One

Your Name _____

SPACE Pacific Membership Number (on certificate): _____

Mailing Address _____

Shipping Address (if different) _____

Town / City _____

(State) _____ (Country) _____ Postal Code _____

Telephone Number: _____ Fax Number _____

SPACE Pacific Advisory Committees

I wish to participate in (indicate preference by '1' for first, '2' for second and so on):

☐ Programme Access ☐ "Wild Card Feeds" (*) ☐ IRD Functionality

☐ Non-Video Service Accessibility ☐ Home System Installation Training

☐ SMATV/CATV System Installation ☐ Satellite-Direct Marketing ☐ Educational Link

* / Relates to non-scheduled programming feeds found throughout satellite services

ORDER FORM - LEVEL 2+ DEALER SALES TOOLS

Send me:

☐ COUNTRY MUSIC TELEVISION DEMO PACK with VHS demo tape (NZ$35)

☐ COUNTRY MUSIC TELEVISION DEMO PACK without VHS demo tape (NZ$25)

☐ CHINESE TELEVISION NETWORK DEMO TAPE (NZ$15)

☐ THE FILIPINO CHANNEL DEMO TAPE (NZ$15)

☐ THE JAPANESE CHANNEL DEMO TAPE (NZ$15)

☐ THE DISCOVERY CHANNEL DEMO TAPE (NZ$15)

TOTAL ENCLOSED (to SPACE Pacific): NZ$_____

MEMBERSHIP Comments - Queries - Suggestions

Mail to: SPACE Pacific, PO Box 30, Mangonui, Far North, New Zealand (Fax: 64-9-406-1083)